

Visit Our Website

Attention Catalogers:



Need a dynamic, interactive electronic version of your catalog?

We can help you create it. Contact us for a no-cost example.

Whitepaper

Meet Us Here

Don't miss the directXchange by NEMOA 2013 Fall Conference, **Sept. 18-19.**

Quote of Note

"Nobody counts the number of ads you run; they just remember the impression you make."

— William Bernbach

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Catch Catalog Customers with Augmented Reality

3 Tips to Build a Better Mobile Strategy

Are You Ready for the *Mobile Buy It Now* Promo?

Do You Know When You Break Even?

Working Smarter

Catch Catalog Customers with Augmented Reality



Even though customers are becoming ever more dependent on their mobile devices, the print catalog is still the king of sales drivers! **Learn how** you can easily combine mobile surfing with print for better customer engagement.

Did You Know?

3 Tips to Build a Better Mobile Strategy

Many catalogers have put off optimizing their websites for mobile devices — but that's a mistake that could be costing you customers. There are **three features** every mobile user should see when visiting your website.

Postal Affairs

Are You Ready for the *Mobile Buy It Now* Promo?

Just in time for the holiday shopping season, the USPS is rolling out a new 2% postage discount program. If your website is mobile-optimized, this promo is tailor-made for you! Here's what you need to know about **eligibility and program requirements.**

Ask an Expert



Do You Know When You Break Even?

You have to spend to acquire new customers, but how much you spend depends on many factors. Find out **how to calculate your break-even point** and use it as a prudent prospecting guide.

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